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7/30/02  
A.W.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re:

Applicant : A. Perkins

Serial No. : 09/334,327

Filed : June 16, 1999

For : A PROCESS FOR IMPROVING SEARCH ENGINE EFFICIENCY USING  
USER FEEDBACK

Art Unit : 2771 2175

Examiner : T. Pardo

RECEIVED

JUL 22 2002

Technology Center 2100

COMMISSIONER FOR PATENTS  
AND TRADEMARKS  
WASHINGTON, D.C. 20231

Honorable Sir:

AMENDMENT

In response to the Office Action dated February 4, 2002, please enter this Amendment.

IN THE CLAIMS

Amend Claim 37 as follows:

SUB D17  
C1  
37. (Amended) A method for improving search engine efficiency using user feedback, comprising the steps of:

creating and modifying a user profile record comprising of demographic and psychographic data;

07/18/2002 TBESHMH1 00000041 09334327

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